



Why your church is probably operating at less than 50% effectiveness

By Will Mancini

VIDEO: Hear from Will Mancini on Checkpoint #7

After working with churches all over the country for decades, I can say that the majority of churches have a *general* sense of their mission rather than a *clearly defined* and *contextually crafted* mission.

I surveyed the top 10 staff at a large church (and by most standards a successful church) running over 1,000 in weekend attendance. When asked to state their mission, the answers included:

- Extending the joy of following Christ to all people
- To make disciples and serve the community
- Reach people and growing disciples
- Being God's agent in the world to make a difference in the world, everywhere we go.

These statements of mission illustrate "leading from a general sense" for two reasons:

- They're not articulating the same words.
- They're a general re-articulation of the great commission. Any nuance among them is due to the bias and experience of the individual.

REAL MISSION

Below are the newly articulated mission of three churches I worked with in Dallas, Texas. Keep in mind, when I started working with them, the key leaders only had a general sense of mission.

Church #1: Inviting people into the unexpected joy of desperate dependence on Jesus

Church #2: Rescuing one another from cultural Christianity to follow Jesus every day

Church #3: Calling the Christian-ish to become passionate servants of Christ

Each one of these churches has a mission that reflects:

- Aspects of denominational heritage (Bible, Baptist and Methodist, respectively)
- Clues to their corporate strengths and passion as a congregation
- Nuances guided by their location and facility assets within Dallas
- An outward posture based on engaging the Dallas culture

The result of more specifically identifying the mission of your church is increased energy, resources and synergy.

As a result of your generic mission, you are most likely operating at less than 50% of what you could be. If you don't know your mission, you certainly don't have a culture of mission. And if you don't have a culture of mission then what are people in your church really doing?

More energy. Greater resources. Better synergy. Would you like to have that right now at your church? Sure, you would. Would you have guessed that the first step toward this "more" is a crystal-clear, get-your-heart-pumping mission statement? Probably not.

Life is short, and ministry is hard. Let's lead with stunning clarity!

This article originally appeared on Will Mancini's personal blog and is slightly edited and used with permission.